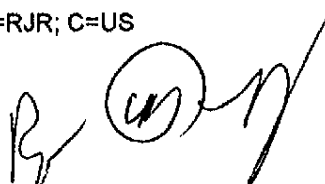


To: DDA:MSMAIL=RJRWS/RJRPO4/LAMPHIM; O=RJREM; P=WSX400; A=RJR; C=US
From: Moulton, G
Posted: 4/26/96 16:24
Opened: 4/29/96 16:24
Subject: G.A. ANDRON-RTDA SHOW



DEAR MIKE:

I MET WITH JOANNE DIGGETT, VP G. A. ANDRON, ON 4/25. SHE IS IMPRESSED WITH THE PACKAGING OF THE MOONLIGHT BRANDS AND HAS STARTED SHIPPING ORDERS. SHE IS WAITING FOR THE ADVERTISING AND THEIR PUBLICATION SHOULD BE COMPLETED WITHIN THE NEXT THREE WEEKS AND THEN INCREASED MOVEMENT SHOULD BE NOTICED.

JOANNE DID ASK FOR THE FOLLOWING:

1. AUTHORIZATION TO PRODUCE A TRANSPARENCY TO PLACE ON THEIR BOOTH AT THE 1996 R.T.D.A. TRADE SHOW. SHE WOULD NEED A DECISION BY THE END OF MAY. IF SHE IS NOT ALLOWED TO PRODUCE THIS, CAN WE SUPPLY IT?
2. G. A. ANDRON WILL GIVE SAMPLES OF MOONLIGHT BRANDS TO THE ATTENDEES OF THE TRADE SHOW(AT THEIR EXPENSE). SHE DID ASK IF WE COULD MAKE AVAILABLE PREMIUM ITEMS TO GIVE TO THEIR CUSTOMERS IF THEY BUY QUANTITIES (BUY 5 CARTONS GET A HAT / BUY 10 CARTONS GET A SHIRT, ETC.). THE MOONLIGHT ITEMS WOULD ONLY BE FOR THE RETAILER, NOT AS A CONSUMER PROMOTION.
3. JOANNE REQUESTED 50 DISPLAYS THAT WOULD BE SHIPPED WITH ORDERS.

IT APPEARS THERE IS A GROWING AMOUNT OF INTEREST IN THE MOONLIGHT BRANDS AND THIS ACCOUNT IS INTERESTED IN GROWING THE BUSINESS. I RECOMMEND THE ABOVE BE AUTHORIZED.

PLEASE CONTACT ME NEXT WEEK SO WE CAN DISCUSS THIS OPPORTUNITY.

SINCERELY,

GEORGE MOULTON
516-499-0254

CC: 1200 - New York Region (SCULLYA)

51847 7444